

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Pepper Jo's Farms

Oklahoma Alliance for Manufacturing Excellence

Pepper Jo's Develops A Recipe For Success

Client Profile:

Pepper Jo's manufactures its own brand of salsa and chili. Founded two years ago in Ardmore, Oklahoma, the company employs four people.

Situation:

Pepper Jo's founders Randy and Jovita Black needed help turning their pepper-growing hobby into a business. They asked the Oklahoma Alliance for Manufacturing Excellence (the Alliance), a NIST MEP network affiliate, to help formulate a plan to put their salsa into production and create a profitable enterprise.

Solution:

The Alliance called on a variety of resources to make Pepper Jo's profitable. The Alliance developed custom-designed equipment to meet the fledgling company's specific needs. Then, the Alliance configured Pepper Jo's manufacturing space to accommodate the new equipment and make the operation as efficient as possible.

Most importantly, the Alliance formulated a business plan that kept Pepper Jo's growing without going into debt. It also initiated a marketing and distribution effort to establish demand for the products and generate co-packing business. The success of the business so far requires that it move into a new facility in the near future, and the Alliance is currently exploring funding options to make that possible.

Results:

Increased sales from a few thousand dollars in the first year to an estimated \$120,000 in the coming year.

Developed distribution agreements with several stores across the region.

Created a solid business plan to control costs and manage growth.

Created co-packing relationships with 8 other companies.

Testimonial:

"I highly recommend that manufacturers contact The Alliance for Manufacturing Excellence. These types of resources are important to a growing business like ours."

Randy Black, Owner

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field